



Wisconsin Department of Agriculture, Trade and Consumer Protection
 Division of Agricultural Resource Management
 PO Box 8911, Madison, WI 53708-8911
 Phone: (608) 224-4500 Fax (608) 224-4615

2016 DATCP Producer-Led Watershed Protection Grant Proposal

(s.93.59, Wis. Stats.)

DEADLINE: 4:30 PM on April 1st, 2016

Any personally identifiable information, as defined under s. 19.62(5), Stats., requested on this form may be used for purposes other than that for which it is originally being collected (s. 15.04 (1) (m), Wis. Stats.). Confidentiality of this information will be maintained to the extent authorized by law.

NAME OF PRODUCER LED GROUP (if applicable) Producer Led Watershed Council of the Rock River Watershed					
PROJECT CONTACT NAME JANE DOE		EMAIL JANEDOE@FARMS.ORG		PHONE NUMBER 608-555-5555	
MAILING ADDRESS 3610 FARM ROAD		CITY WAUNAKEE		STATE WI	ZIP 53597
FISCAL MANAGER OF LEGAL ENTITY (if different than contact above) N/A					
EMAIL			PHONE NUMBER		
GRANT AMOUNT REQUESTED \$ 20,000					

Note: Brief examples are provided below. However, we encourage you to include as much information as possible to support the work of your group. You may use additional pages as necessary.

PROPOSAL - Before filling out the proposal, please carefully review the Request for Proposals (RFP) for this grant.		
Section A. PROJECT TITLE AND WATERSHED WHERE YOUR GROUP IS LOCATED (12 words or less) *See the DATCP webpage to determine your group's watershed.		
Improving water quality in the Rock River watershed		
WATERSHED NAME AND HUC NUMBER:		
Section B. PROJECT SCOPE		
Question 1: How many eligible and non-eligible agricultural producers are currently included in your producer led group? <i>You must have at least 5 agricultural producers who operate eligible farms to qualify for this grant. For the definition of an eligible farm, please see the RFP. Note: Participants within your producer-led group must reside within the same watershed.</i>	Eligible: 5	Non-eligible: 5

Question 2: What collaborating entity have you or will you sign a Memorandum of Understanding with?

☐ DATCP ☐ DNR ☐ COUNTY LCC ☒ UW EXTENSION ☐ DISCOVERY FARMS ☐ NON-PROFIT: _____

Question 3: Broadly describe your producer-led water quality improvement project or program, starting with your intention and goals. Include a description of your watershed's specific resource concern(s) that your project intends to address.

Example: Our intention is to improve soil and water quality within the Six-mile Creek watershed, located in south central Wisconsin. Our watershed's resource concerns involve the impaired waterway of Six-mile creek. We will do this through the implementation of conservation practices and by providing outreach and education to our farmer peers. Our water quality goals are to increase awareness of conservation benefits, improve farm productivity through enhanced soil structure and reduce phosphorus and other nutrient runoff from farm fields. Our organizational goals are to increase farm participation and attendance at events as well as increase the number of sponsors supporting our program.

Question 4: Tell us how you intend to spend this funding. What current or planned nonpoint source pollution abatement activities will you perform to improve water quality and/or address your watershed's specific resource concerns? *See the RFP for project ideas.*

Example: Our group will create an incentive payment plan for conservation practices to help offset the costs of trying no-till and cover crops, host two educational field days per year and distribute informational materials on conservation benefits through our mailing list of 50 producers. We will use these funds to provide payments to farmers and for material and printing costs of putting on the field day, detailed in our attached budget.

Question 5: How will you work with the collaborating entity you are choosing to form an MOU with to accomplish the goals of your group? Additional information regarding cooperative efforts with other partners should be included in Section 4.

Example: We will work with our UW Extension agricultural agent to develop informational materials on conservation benefits. The agent will also help us put on and present at our field days. We will also use DATCP as a resource for nutrient management training assistance so we can incorporate that into our field days.

Question 6: What will be your process for measuring progress and evaluating success? What deliverables do you expect to submit in your annual report? See Chart 1 in the RFP for examples.

Example: We will measure progress by tracking the number of new acres covered in a nutrient management plan (NMP), acres covered in no-till and cover crops and the number of new farmer participants in our group. We will also track the number of attendees at our field days and provide a summary of information learned. We plan to include the following deliverables: Number of new or updated nutrient management plans, number or acres of conservation practices, increase in number of participants and partnerships, number of funding sources secured, attendance and success at outreach events and number of outreach materials created and distributed.

Section C. QUALIFICATIONS:

Provide the following information for at least 5 eligible farmers and at least 1 collaborator.

Eligible Farmer: Name: Jane Doe

Brief overview of farm, why you want to participate in this project (this could include conservation background, other leadership roles, etc.), and role in the project (if known):

We have a 600 cow dairy, farm 200 acres of land and incorporate conservation practices into our operation. We have been very involved at our town board meetings and want to help make more changes on the land in our watershed to improve water quality. I intend to be the lead on the project and will work to encourage our neighbors and other farmers in the watershed to join our efforts.

Eligible Farmer: Name:

Brief overview of farm, why you want to participate in this project (this could include conservation background, other leadership roles, etc.), and role in the project (if known):

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Brief overview of farm, why you want to participate in this project (this could include conservation background, other leadership roles, etc.), and role in the project (if known):

Collaborator: Name: John Doe

Relevant work experience, conservation background, previous leadership roles and commitment to this project:

I work as an agriculture agent for UW extension and have encouraged conservation efforts throughout my 20 year career. I have led on-farm research projects such as evaluating economics of incorporating cover crops into crop rotations. I am very committed to the success of this group and helping to evaluate the effectiveness of this project.

Project Responsibilities: I will help organize the group and provide oversight and direction on moving the project forward based on the goals of the farmers within the group. I will also provide additional resources from UW extension including handouts and presentations at field days.

Collaborator: Name:

Relevant work experience, conservation background, previous leadership roles and commitment to this project:

Project Responsibilities:

Section 4. ADDITIONAL INFORMATION

Please provide any additional details about your project that will help the reviewers assess your project need and merit. This could include, but is not limited to:

- Timeline of activities proposed
- Additional strategies for increasing farmer participation
- Partnerships with other agencies, agricultural groups or agricultural professionals to strengthen and leverage your efforts
- Incorporation of nutrient management and Nutrient Management Farmer Education grants

Other partnerships we have established include: Wisconsin Farm Bureau, Wisconsin Pork Producers Association, WI DNR and several local agribusinesses that provide services in our watershed. All of these groups have dedicated to helping our group increase farmer participation through their partnerships and will provide in-kind staff time to our group.

We also will be incorporating nutrient management at our field days with the help of UW Extension agricultural agents. Additionally, we will provide a nutrient management workshop in partnership with our County Land Conservation Department for farmers in our watershed to provide education about and discuss the value of nutrient management planning and soil testing. We intend to apply for the DATCP Nutrient Management Farmer Education grants in partnership with our County to help accomplish this.

SECTION 5: BUDGET REQUEST

Sample project budget for established group - \$20,000 requested.

Chosen collaborator: UW Extension

Producer Led Watershed Protection Grant Program – Budget Request		
Applicant name: John Smith, Producer led group XYZ		Phone number: (608) 555-5555
Project Title: Improving water quality in XYZ watershed		
Please add rows as necessary.		
Project Deliverable <i>Please find eligible project costs in the Request for Proposals or Budget Instructions.</i>	Matching Funds & Source <i>Must be a 1:1 match. For example, if you are requesting \$20,000, you must provide a match of at least \$20,000.</i>	Grant Request <i>Please indicate the total amount of grant funds requested for each line item.</i>
Provide incentive payments of \$10/acre for 1,400 acres of cover crops	Farmer cost-share at \$20/acre: \$28,000	\$14,000
Lunch at cover crop field day for approximately 150 people	N/A	\$1,500
Cover crop field day materials and supplies: signage, restroom, audio/visual equipment, nametags	N/A	\$1,000
Cover crop demonstration plots 30 acres at \$50/ac	N/A	\$1,500
Mailings to promote field day	N/A	\$1,000
Two Extension staff time to present at field day.	In-kind staff time at \$25/hour for 4 hours: \$200	N/A
Coordinator (Personnel time) to put on field day (40 hours at \$25/hour)	N/A	\$1,000
Totals	Match: \$28,200	Grant Request: \$20,000

Note: Chosen collaborator and farmer time makes up less than 50% of match. Match is at least equal to grant request.

Thank you for your interest in the producer led grant program!

Applications must be received electronically no later than 11:59 pm April 15, 2016. Email copies to: Rachel Rushmann at rachel.rushmann@wi.gov.